AMENDMENTS TO CLAIMS

Please cancel claims 1-17. Please add and consider new claims 18 and 19, as follows:

18. (New) A system for customer-specific communication between a customer and a retail establishment, comprising:

a) in a retail store, a reader device for reading a user-identifier presented by a user in a physical embodiment;

b) database coupled to said reader device, said database storing records, in association with a user identifier, containing the following data to the extent provided by the user: name, address, credit card number, digital wallet data, preferred portal and login data for portal;

c) means for accessing said database to open a connection to the user's digital wallet to facilitate payment via the digital wallet account upon presentment of the physical embodiment of the user identifier to said reader device;

d) means for accessing user information stored in said database and using such information for signing the user up for support services, upon presentment of the physical embodiment of the user identifier to said reader device;

e) kiosk in the retail store for displaying the internet for the user to view and use;

f) means, coupled to the kiosk, for accessing the user's preferred portal and login data from said database, upon presentment of the physical embodiment of the user identifier to said reader device.

19. (New) A system for customer-specific communication between a customer and a retail establishment, comprising:

a)   in a retail store, a reader device for reading a user identifier presented in a physical embodiment by a user;

b)   a database coupled to said reader, said database storing, in association with the user identifier, records storing loyalty point data;

c)   in a retail store, a kiosk coupled to said database and coupled to the internet, for displaying internet content;

d)   means for allowing user to acquire loyalty points by interacting with specified content via use of the internet at the kiosk.